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Claims

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Telecommunication method comprising the following steps:

receiving by means of a suitable telecommunications mobile device (9), which contains a radio receiver and/or a television receiver, digital data (5) sent
5 out over a broadcast channel (7, 8), which data are transmitted as program-accompanying data (5) in a media program (4), the telecommunications mobile device including an identification (94) card by which the user of the telecommunications mobile device (9) is identified,

displaying information, corresponding to the received digital data, on a
10 display (90) of the telecommunications mobile device (9),

entering of a command by the user,

preparing a message corresponding to the entered command, the prepared message including at least one data field (521, 522, 524) from the digital data (5) received and an identification of the user determined from the
15 identification card,

sending the prepared message over a mobile radio network (8).

2. Telecommunication method in accordance with claim 1, wherein said media program (4) is reproduced by the telecommunications mobile device (9).

3. Telecommunication method in accordance with one of the preceding
20 claims, wherein the displayed information contains at least one menu from which a command can be selected.

4. Telecommunication method in accordance with one of the preceding claims, wherein the digital data can contain applets (50) which are executed by

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preceding claims, wherein the prepared message is encrypted.

14. Telecommunications mobile device (9) comprising mobile radio components by means of which the telecommunications mobile device (9) can be utilized in a mobile radio network (8), and which telecommunications mobile device (9) comprises an identification card (94) in order to identify the user of the telecommunications mobile device (9), wherein it further comprises:

a radio receiver and/or a television receiver for receiving a media program (4), sent out over a broadcast channel (7), and program-accompanying data (5),

reproducing means (90, 95) for playing back to the user the media program received,

message-preparing means for preparing and sending over the mobile radio network (8) messages including at least one data field (521, 522, 524) from the program-accompanying data (5) and an identification of the user.

15. Telecommunications mobile device (9) in accordance with claim 14, wherein the mobile radio components comprise a GSM mobile device.

16. Telecommunications mobile device (9) in accordance with one of the claims 14 or 15, wherein the identification card is a SIM card (94) capable of executing the applets (50) transmitted in the program-accompanying data (5).

17. Telecommunications mobile device (9) in accordance with one of the claims 14 to 16, wherein the message-preparing means are capable of preparing and sending SMS messages.

18. Telecommunications mobile device (9) in accordance with one of the claims 14 to 17, wherein the message-preparing means are capable of

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preparing and sending USSD messages.

- Done*
19. Telecommunications mobile device (9) in accordance with one of the claims 14 to 18, further comprising a key (92) for causing information, corresponding to the digital data received, to be displayed on a display (90) of the telecommunications mobile device (9).
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